

Determination SALE!

WE TAKE STOCK FEBRUARY 1

Therefore we determined that such prices should be named on our stock as will insure a record breaking sale before stock-taking and that the good people of Richmond and surrounding territory shall enjoy the greatest offer of values ever put on sale in the heart of the buying season. We have slaughtered standard goods of world-wide reputation at a mere fraction of their true worth. This is not a sale of shop worn trash, but a merciless sacrifice of the

Choicest Wares Gathered Together from the Metropolitan Markets

The most daring disregard of cost or value in a huge outburst of sensational bargains that must lay our counters bare within a short period. A Determination Sale Means Special Reductions ---a bona fide cut. We have cut deep to move our winter stock and add prestige to our store for value giving. **STRICTLY CASH TO ALL**

SALE BEGINS THURSDAY, JANUARY 11, AT 8 A. M.

Suits and Overcoats at Less Than Cost of Raw Material



Service Suits

Built with an idea of strength. All colors and sizes at the go-off, but the won't last. So be here early if you want one. Regular price 8.00 and 10.00

Determination Price

\$4.95

Fancy Cheviot Suits and Overcoats

Good staunch woolen material, choice of many patterns and styles of dark and light materials. We thought them great values at 12.00 and 13.50, but this is a sacrifice at

\$8.50

Boys' Extra Pants

Large assortment, all made up in the Knickerbocker style. All go in this Great Determination Sale

Boys' Suits and Overcoats

Big assortment in all sizes from 6 to 17 years, most of them are known by the label, "Woolly Boy." Well tailored, perfect fitting. Every suit guaranteed to give satisfaction at double the price. We are offering in this sale Suits and Overcoats worth up to \$5

Determination Price

\$3.50

Suits and Overcoats, regular 6.00 and 7.00 values

Determination Price

\$4.50

Regular 8.00 and up to 10.00 values

Determination Price \$6.50

Regular 12.00 Suits and Overcoats

Determination Price

\$7.50

Dress Suits and Overcoats

Suitable for best wear. Firm front cut in the newest style. Choice of many novel fabrics well tailored. The usual 15.00 and up to 18.00 kind

Determination Price

\$10.90

Men's Trousers

All new shades and styles. Corduroys included--all must go

\$2.00 values now.....\$1.45

2.50 and 3.00 values now.....1.95

3.50 and 4.00 values now.....2.95

5.00 and 6.00 values now.....3.95

Boys' Knickerbocker Pants

1.00 values now......95

1.50 values now......95

2.00 values now.....1.35

Hand Tailored Suits and Overcoats

Choice exponents of the tailors' art for the particular fellow who wants the custom made appearance. Brown, black, gray, blue and many combination of colors. \$20.00 to \$22.00

Determination Price

\$13.50

Collegian Suits and Overcoats

Values up to \$25.00

Determination Price \$16.50

The finest and best of all values up to \$30

Determination Price

\$18.00



Cut Prices on Everything

Cluent Shirts

All fancy colors, white pleats excluded

\$1.50 Shirts now : : \$1.15

2.00 Shirts now : : 1.45

2.50 Shirts now : : 1.85

Royal Special and Monarchs

The best \$1.00 Shirts made All fancy colors

\$1.00 Shirts now : : 80c

.50 Shirts now : : 40c

Flannel Work Shirts

\$2.00 values now : : \$1.35

1.00 and 1.50 values now .85

Sweaters and Jerseys

.50 and 75 values now : : .35

\$1.00 and 1.25 values now .75

2.00 and 2.50 values now \$1.65

3.00 and 3.50 values now 2.35

Men's

Underwear

Wool, Ribbed and Fleece in Coopers and Wright's Health

\$2.00 values per garment \$1.35

1.00 and 1.50 per garment .85

.50 and .75 per garment .40

Munsing Union Suits

\$2.00 and 2.50 now : : \$1.65

1.50 values now : : 1.15

1.00 values now : : .80

Gloves

The Great Western make, can't rip, lined and unlined

\$5.00 values now : : \$3.75

3.50 values now : : 2.35

2.50 and 3.00 values now 1.75

1.50 and 2.00 values now 1.15

1.00 values now : : .75



Ladies' Shoes

300 pairs Sil-Kid. This famous make is widely known to our customers for its good style and perfect fit. They Fit the Arch

\$5.00 values for : : : \$3.95

4.00 values for : : : 3.35

3.50 values for : : : 2.85

ROYAL SPECIAL

400 pairs strong

\$3.00 values for : : : \$2.45

2.50 values for : : : 1.95

Men's Shoes

100 pairs Bayden's 6.00 Shoes now.... 4.75

The Just Wright Shoes

300 pairs to pick from

5.00 values now..... 3.95

4.00 values now..... 3.45

Big Assortment of Other Brands

300 pairs or more to select from

3.50 values now..... 2.95

3.00 values now..... 2.45

2.50 values now..... 1.95

Boys' Shoes

3.00 values now..... 2.35

2.50 values now..... 1.95

2.00 values now..... 1.50

Suspenders

Police and Firemen's Brands, noted for strength; the kind always considered good values at 25c. Sale price..... 15c

Neckwear

Our Neckwear sale will be the event of the year. Choice of house..... 25c
Silk Mufflers at One-half Off

Men's Hats

Soft and stiff; black, gray and brown, also "rough" soft styles

2.00 and 2.50 values for..... 1.35

3.00 and 3.50 values for..... 2.15

Winter Caps

With Fur Flaps to pull down

1.00 Caps for..... 65c

.50 Caps for..... 35c

.25 Caps for..... 15c

Men's and Boys' Heavy Lace Boots

8.00 values now..... 5.50

6.50 values now..... 4.75

5.00 values now..... 3.65

3.50 values now..... 2.75

3.00 values now..... 2.45

See our Bargain Counters--it will surprise you to find such great values

Don't Get This Sale Confused With Other Sales = = = = = Look for the Big Yellow Banner

J. S. STANIFER

HOME OF COLLEGIAN CLOTHES

The Popular Corner, Second and Main Streets

Richmond, Kentucky